



*ellen fortier*

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*technical  
experience*

Contract/Freelance  
Chicago, IL - S.F., CA  
2002 - Present  
Web Design/Production

10+ years experience in web and print production. MAC/PC skills include: Photoshop, ImageReady, Dreamweaver, Flash, Illustrator, QuarkXpress and InDesign.

Production and design on a wide variety of print collateral, packaging, and internet (email, banners/rich media, website design). Clients include: The Home Depot, Wilson Sporting Goods, Co., Sanford Pen Corporation, RedEnvelope, Inc., Williams-Sonoma Inc. and Walmart.com.

macys.com  
Creative Department  
S.F., CA 2000 - 2002  
Web Design/Production

Designed and produced a variety of web and print including home pages, editorials, site ads, electronic gift cards, and banners.

- Re-designed and updated the look of the macys.com catalog to drive customer to site.
- Developed interactive solutions through successful teamwork with copywriters, web programmers, photo art directors, marketing, buyers and project managers to promote active involvement with product and brand under tight deadlines.
- Recognized for home page designs that significantly increased traffic to macys.com.
- Highly proficient at creating strong type and graphic design solutions within the constraints of the web.

Foote, Cone & Belding  
Advertising  
S.F., CA 1994 - 1999  
Design/Production

Responsible for all phases of digital production from comps and story boards through final digital mechanical, including a wide range of retail point-of-sale materials, image directory guides, packaging and collateral.

- Liaison between art directors, print producers and copywriters while managing heavy workloads for several clients.
- Clients included: Levi Strauss & Co., Amazon.com, AT&T Wireless, Disney Interactive, 3COM, E & J Gallo, Autodesk, Janus Funds, Sega, MTV, Kikkoman.

Saatchi & Saatchi Pacific  
Advertising  
S.F., CA 1992 - 1994  
Design/Production

Implemented first in-house "1010 Battery Digital Imaging Studio". Developed logo identity, mechanical standards, and digital organization/back-up procedures.

- Managed digital production of all print, collateral, direct mail and new business.
- Clients included: Kikkoman, Hewlett-Packard, US West, Monterey Bay Aquarium.
- Digital design and production for all new business presentations.
- Coordinated multiple projects and managed workflow between account executives, art directors and outside vendors to build custom presentation materials.

*education*

Academy of Art College S.F., CA  
BFA Advertising/Design